



Southwestern Community College District

Welcome

Community Forum 3 of 3
Strategic Plan Development
December 5, 2019



Thank You For Coming

- **Strategic planning is critical to the long-term future of our institution.**
- **Your input is key and we want to hear from you. We value your insights.**
- **The success of SWC depends on all of us working together.**

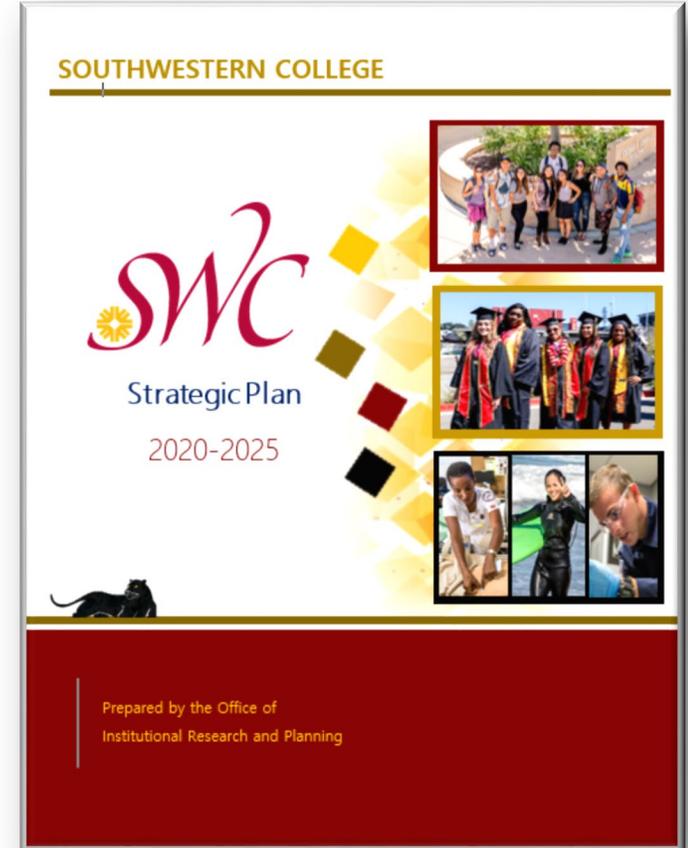


What Is Today All About?

- Begin development of our next SWC Strategic Plan.
- Gather your input to define new high-level goals for our future.



- Current plan set to conclude at the end of 2019.





Strategic Planning Overview

- Sets high-level goals to drive improved performance.
- Ensures the long-term viability of the college for our students and community.
- Promotes effective and efficient use of public resources.
- Guided by our Mission, Vision and Values.
- Active, collective, and continuous process.

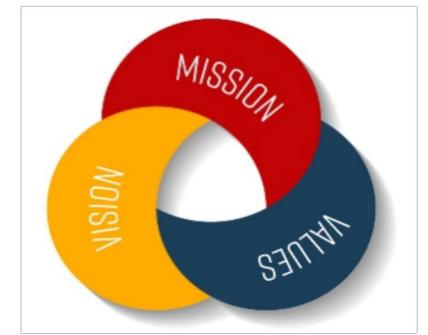


What To Expect

- **Presentation on key aspects of SWC to set the stage.**
- **Breakout table discussions on college priorities where everyone has an opportunity to provide input.**
- **Overview of next steps in the planning process.**



Who are we?



Southwestern Community College District is the premier public institution of higher education in Southern San Diego County that serves a diverse community of students by providing quality academic programs, comprehensive student support services that ensure equitable access, and clear pathways to student success.

- ★ Premier
- ★ South County
- ★ Diverse
- ★ Quality Programs
- ★ Student Support
- ★ Clear Pathways



What do we do?

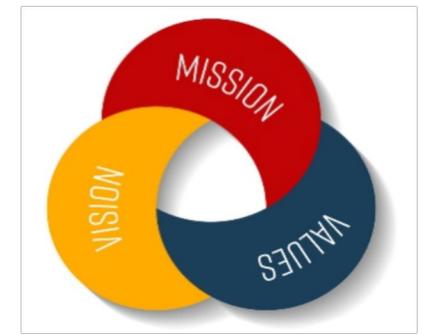


Southwestern Community College District promotes learning and success to prepare students to become critical thinkers and engaged life-long learners/global citizens. The District is committed to continuous improvements through the use of data-informed planning, implementation, and evaluation.

- ★ **Learning and Success**
- ★ **Critical Thinkers**
- ★ **Life-long Learnings**
- ★ **Global Citizens**
- ★ **Data-Informed**



How do we do it?



Southwestern Community College District utilizes a variety of instructional modalities to provide educational and career opportunities in the following areas:
Associate degree and certificate programs, transfer, professional, technical and career advancement, foundational skills, personal enrichment, and continuing education.

- ★ **Associate Degrees and Certificates**
- ★ **Transfer**
- ★ **Professional, Technical & Career**
- ★ **Foundational Skills**
- ★ **Personal Enrichment**
- ★ **Continuing Education**

What is our vision and what do we value?



Vision

Southwestern College is the leader in equitable education that transforms the lives of students and communities.

Institutional Values

Student Success
Equity
Scholarship
Professional Excellence

Cultural Proficiency
Sustainability of Stewardship
Community
Inclusionary Practices

What is our vision and what do we value?



Equity

Southwestern College intentionally identifies and removes barriers to cultivate success for all, and purposely addresses the effects of systemic inequities.



Where are we?

Higher Education Center at National City
880 National City Blvd.
National City, CA 91950
(619) 216-6665

Crown Cove Aquatic Center
5000 Highway 75
Coronado, CA 92118
619-575-6176

Southwestern College Chula Vista Campus
900 Otay Lakes Road
Chula Vista, CA 91910-7299
(619) 482-6550

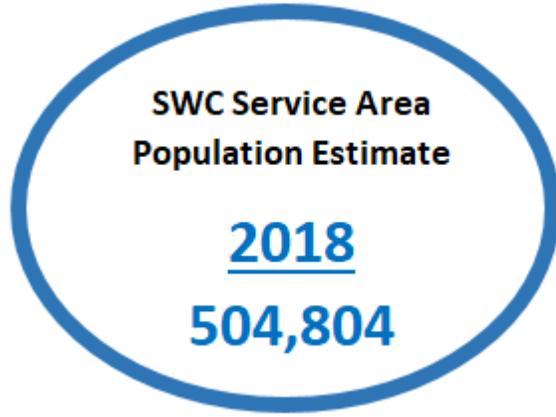
Higher Education Center at San Ysidro
460 W. San Ysidro Boulevard
San Ysidro, CA 92173
(619) 216-6790

Higher Education Center at Otay Mesa
8100 Gigantic Street
San Diego, CA 92154
(619) 216-6750

- SWC - Chula Vista Campus
- Higher Education Centers at:
 - National City
 - San Ysidro
 - Otay Mesa
 - Crown Cove Aquatic Center



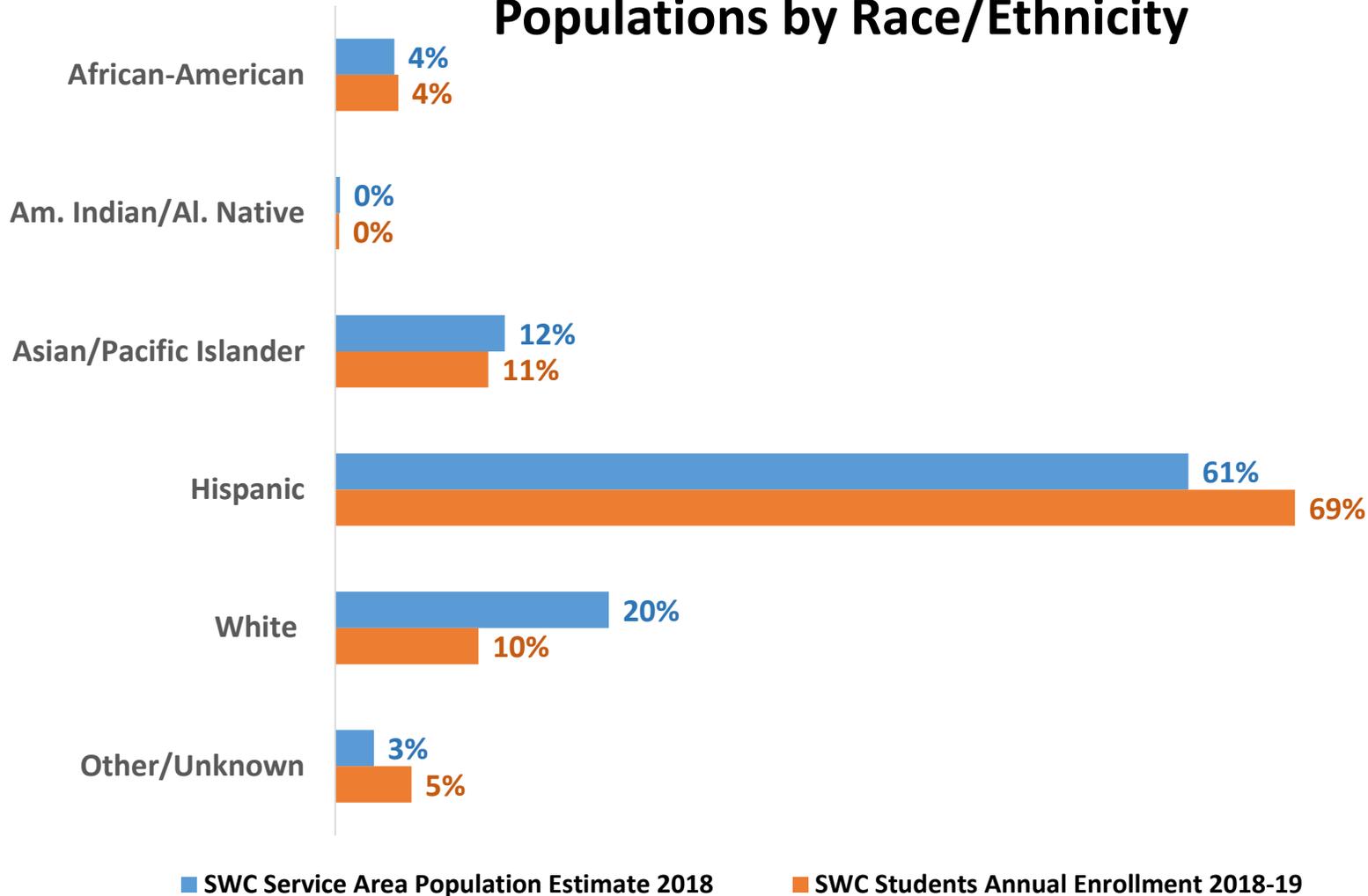
Who do we serve?





Who do we serve?

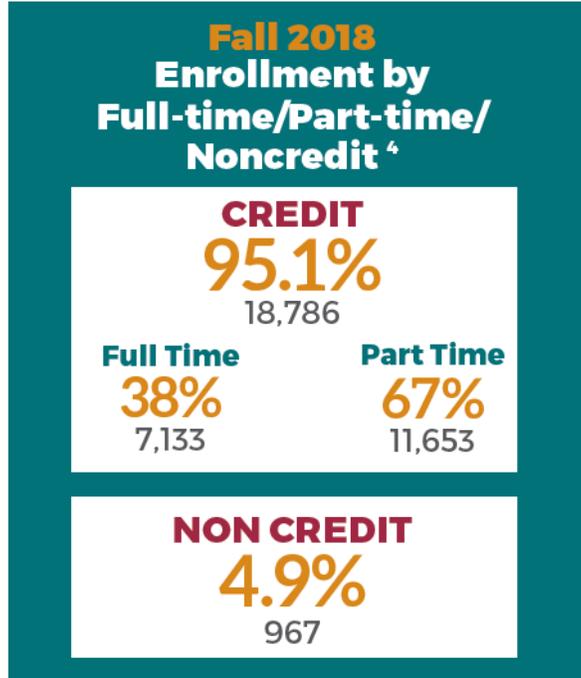
Populations by Race/Ethnicity



76%
of students from within
SWC Service Area

33%
of Sweetwater Union High School
Graduates enroll at SWC in
the year after Graduation

Who do we serve?



Degrees and Certificates Awarded

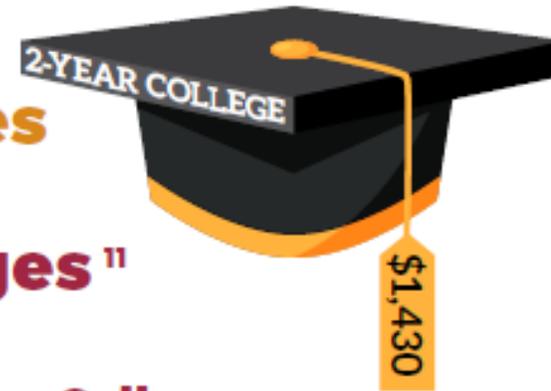
Academic Year 2018-19

ASSOCIATE DEGREES: 1,874

CERTIFICATES: 901

5 **2018-19 Most Popular Majors**

1. Nursing
2. Business Administration
3. Psychology
4. Biology
5. Administration of Justice



Average Annual
Tuition & Fees
California Public Colleges ¹¹
2018-19

2- & 4-Year Colleges

2018-19 in-district tuition and fees at public 2-year colleges **\$1,430**

2018-19 in-state tuition and fees at public 4-year colleges **\$9,870**

FALL 2019 November 12, 2019	Sections Offered	% Sections by Modality
CREDIT TOTAL:	2,118	100%
Face to Face Credit	1,748	82.5%
Online Credit	286	13.5%
Hybrid Credit	84	3.97%

Hot off the press!

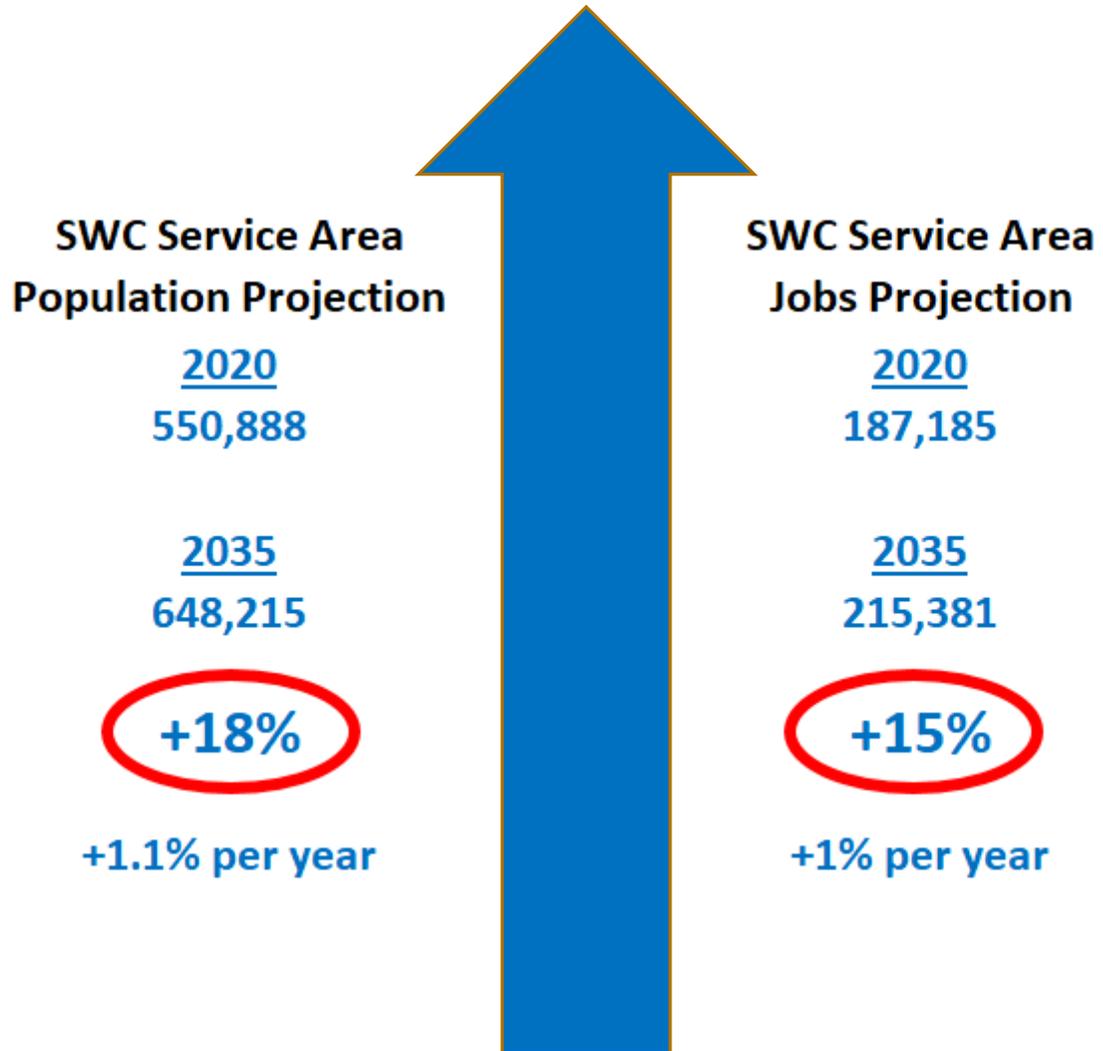
Southwestern College

Fast Facts 2019-20



- **New for 2019-20**
- **Includes additional data on earnings, revenues, and financial aid**
- **58% of SWC students receive some form of financial aid**

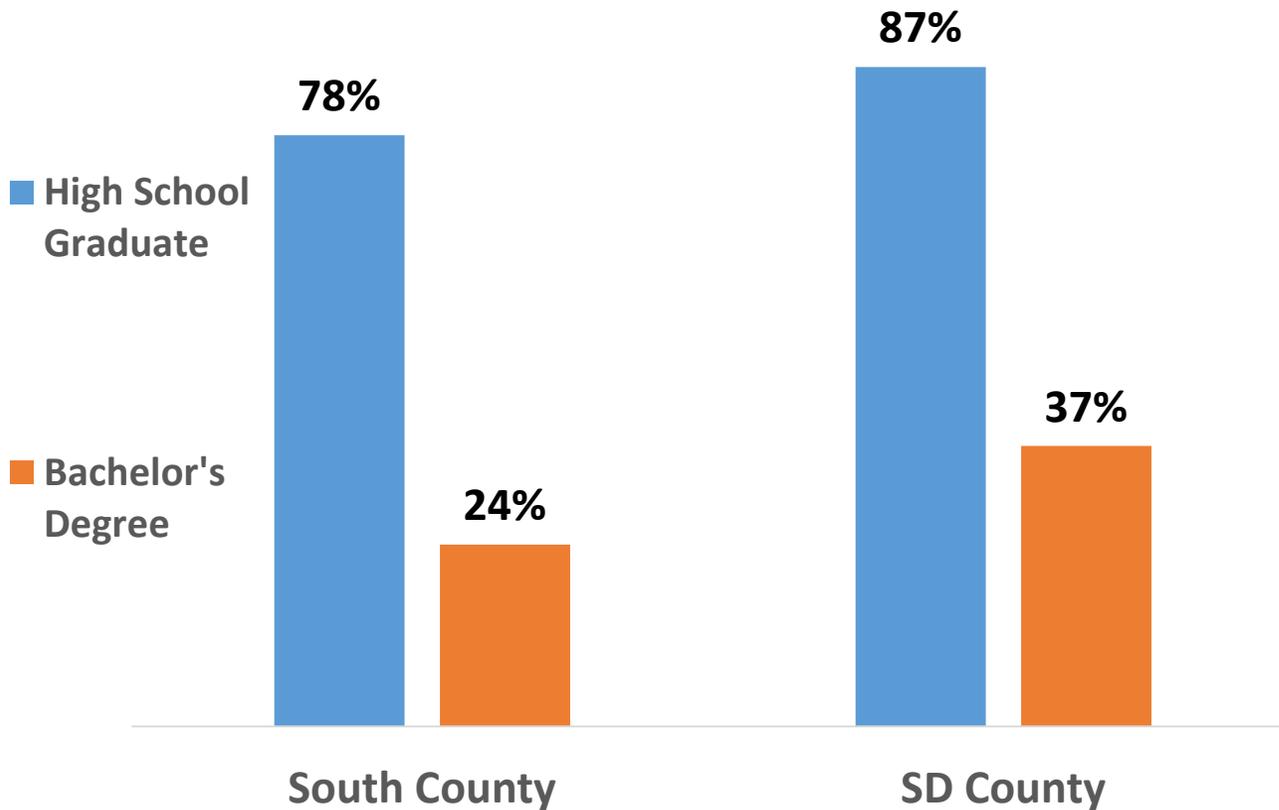
Projected Growth/Largest Employment Sectors



SWC Service Area Largest Employment Sectors	
Educational, healthcare and social services	22%
Retail trade	12%
Arts, entertainment, recreational, accomodation, and food services	12%

Educational Attainment/Income

Residents 18 Year and Older



South County

Median Annual Earnings of Full-time Employees by Educational Attainment¹³

Less than high school diploma	\$26,780
High school graduate, no college	\$37,336
Associate degree or some college	\$41,548
Bachelor's degree	\$61,828
Master's or higher degree	\$75,457

Median Household Income

South County	\$61,487
SD County	\$68,489

Bringing It Together



STUDENTS





Objective

Get your input on:

- **Student Access and Student Success**
- **Economic, Workforce, & Community Development**



Student Access and Student Success

TOPICS

- Applying
- Enrolling
- Continuing (from term to term)
- Reaching Your Goal:
 - ✓ Degree
 - ✓ Certificate
 - ✓ Transfer
 - ✓ Skills
 - ✓ Enrichment
- Employment (in your field)
- Equity (ensuring access and success for all)
- Costs

Guiding Questions:

1. What barriers have you or others you know experienced regarding these topics?
2. How can SWC improve on these topics?



Breakout Session

Student Access and Student Success

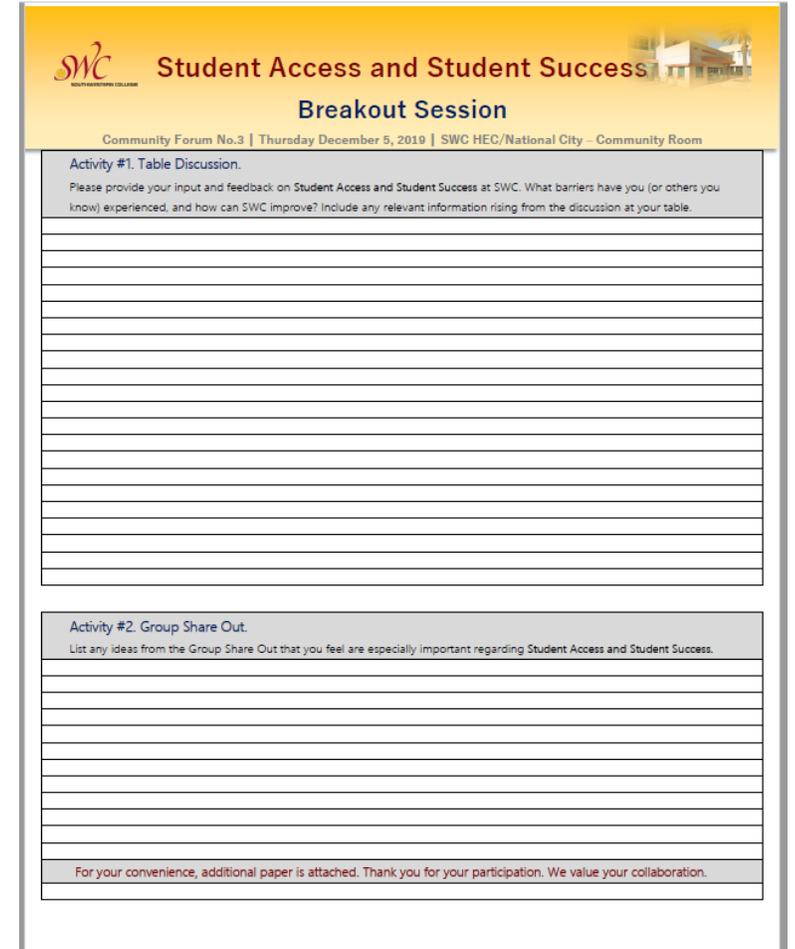
Table Discussions:

20 minutes

Group Share Out:

10 Minutes

Please work with your group and provide input and feedback. Use handout provided 



The handout form is titled "Student Access and Student Success Breakout Session" and includes the following sections:

- Header:** SWC logo, "Student Access and Student Success", "Breakout Session", and "Community Forum No.3 | Thursday December 5, 2019 | SWC HEC/National City - Community Room".
- Activity #1. Table Discussion:** "Please provide your input and feedback on Student Access and Student Success at SWC. What barriers have you (or others you know) experienced, and how can SWC improve? Include any relevant information rising from the discussion at your table." This section is followed by 12 horizontal lines for notes.
- Activity #2. Group Share Out:** "List any ideas from the Group Share Out that you feel are especially important regarding Student Access and Student Success." This section is followed by 10 horizontal lines for notes.
- Footer:** "For your convenience, additional paper is attached. Thank you for your participation. We value your collaboration."



Economic, Workforce, & Community Development

TOPICS

- **Strengthen Partnerships with:**
 - ✓ **Community organizations**
 - ✓ **Government agencies and local school districts**
 - ✓ **Industry**
 - ✓ **Labor**

- **Economic engine for workforce training, job opportunities, and successful industries/employers**

- **Build fundraising capacity and promote SWC Foundation**

Guiding Questions:

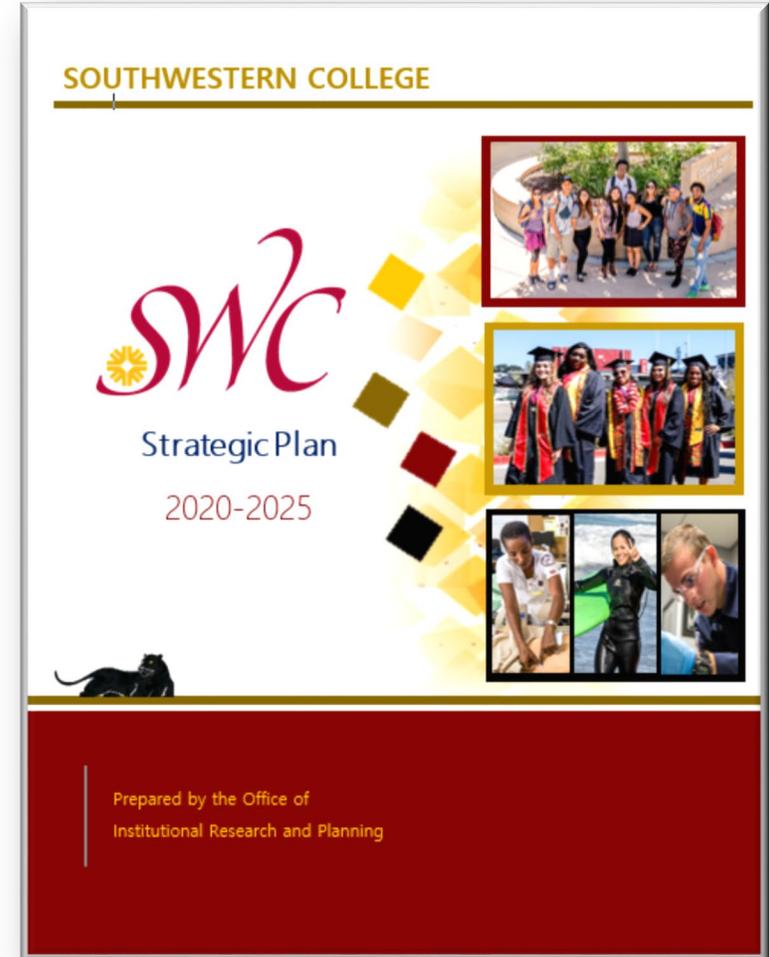
1. **Which of these topics would most benefit you or others you know?**

2. **How can SWC better connect with and include you and others in our community?**



Moving Forward

- Thank you for your input and feedback on how SWC can achieve:
 - ✓ **Student Access and Student Success**
 - ✓ **Economic, Workforce and Community Development**
- Your feedback will be key as we move forward
- There will be additional opportunities for you to participate:
 - ✓ **Online Input Form**
 - ✓ **Upcoming Forums**





Timeline



Timeline for Renewal of Strategic Plan

Fall 2019 – Spring 2020

Timeline





Q & A





*Thank
you*

A close-up, 3D-rendered image of a fountain pen nib. The nib is gold-colored with a black barrel. It is positioned at the end of the word 'you' in the cursive text, appearing to have just finished writing it.